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Imagery, Affect, and Financial Judgment

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Pages 104-110 | Published online: 07 Jun 2010

🗨️ Cite this article 🔗 https://doi.org/10.1207/S15327760JPFM0102_2

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Abstract

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suggest that imagery and affect are part of a coherent psychological framework for evaluating classes of securities, but that framework may have low validity for predicting performance.

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